Asia —Pacific Energy Drink Market Forecasted for 2015-2020

Description: The energy drink market for Asia-Pacific is projected to grow at a CAGR of 4.5% in the forecasted period of 2015-2020. Energy drinks are beverages offering metabolic stimulation through multiple legal stimulants such as caffeine, ginseng, guarana and others which act as energy booster. The Asia Pacific energy drinks market, though it's an emerging regional segment market, has been experiencing a rush in popularity in countries such as China and India which in turn will help the market to grow.

The Asia Pacific energy drinks market was dominated by Japan, with a market share of 30.4%. Rising demand for convenience beverage and changing lifestyle in Asia-Pacific region like increasing income, rising sports activities and workaholic culture are the major reasons behind the growth of energy drinks market. The rising urban class in India has been the most luring factor rounding the energy drink market.

The market segmentation of energy drinks are done based on the ingredients type, packaging patterns and sales channel for the distribution. There various ingredients which are available in energy drinks, among all vitamins and caffeine is the major market share holders. The packaging of the energy drinks plays a vital role in the market capturing. Major companies have been innovating various patterns based on customer interests. From past few years cans have been the major market share holder and is expected to increase in the forecast period. In regards to the availability to customer, sales and distribution channel play a critical role. The major ones are convenience stores, supermarkets and mass merchandisers. However convenience store is the major market shareholder with nearly 50% of the total market.

Consumers looking for quick energy solutions have allowed new manufacturers such as Monster Energy Drink, K.G. Functional Beverages Ltd and JK Ansell Ltd to tap into the Indian market. The rising popularity of sports in the country is an opportunity for players to promote their brand, create appeals and recognition among potential consumers. Red Bull GmbH led the energy drinks market.

This Report Offers:

- Market Definition for the specified topic along with identification of key drivers and restraints for the market.
- Market analysis for the Asia Pacific Energy Drink Market, with region specific assessments and competition analysis on a global and regional scale.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their share of markets.
- Identification and analysis of the Macro and Micro factors that affect the Energy Drink market on both global and regional scale.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

Please note: As this product is updated at the time of order, dispatch will be 72 hours from the date the order and full payment is received.

Contents:

1. INTRODUCTION
   1.1 Research Methodology
   1.2 Definition of the Market
   1.3 Report Description

2. KEY FINDINGS OF THE STUDY

3. MARKET OVERVIEW
3.1 Introduction

4. MARKET DYNAMICS

4.1 Drivers
   4.1.1 Growing demand for convenience beverage segment
   4.1.2 Rising consumer demand for energy drink
   4.1.3 Demand coming from youths
   4.1.4 Improving lifestyle

4.2 Constraints
   4.2.1 Allegations on potential Health Hazards
   4.2.2 Demand for consumption limit to be specified on labels

4.3 Opportunities
   4.3.1 Condition specific product offerings
   4.3.2 Innovations to address health and safety concerns
   4.3.3 Innovation in packaging and advertising

4.4 Porter’s Five Forces Analysis
   4.4.1 Bargaining Power of Suppliers
   4.4.2 Bargaining Power of Buyers
   4.4.3 Threat of New Entrants
   4.4.4 Threat of Substitute Products and Services
   4.4.5 Degree of Competition

5. MARKET SEGMENTATION

5.1 By Segment Types
   5.1.1 Functional Beverages
      5.1.1.1 Energy drinks
         5.1.1.1.1 Isotonic
   5.1.1.2 By Ingredients Type
      5.1.1.3 Vitamins
      5.1.1.4 Amino acids
      5.1.1.5 Caffeine
      5.1.1.6 Antioxidants
      5.1.1.7 super fruit extracts & botanicals
5.1.1.8 Others

5.1.1.9 By Packaging

5.1.1.10 Bottles (PET)
5.1.1.11 Cans
5.1.1.12 Cartons
5.1.1.13 Others

5.1.1.14 By Sales Channel

5.1.1.15 Convenience stores
5.1.1.16 Supermarkets/hypermarkets
5.1.1.17 Mass merchandisers
5.1.1.18 Drug stores
5.2 Food services/ Sports nutrition chain
5.3 Vending
5.4 others

5.5 By Geography

5.5.1 Asia-Pacific

5.5.1.1 China
5.5.1.2 Japan
5.5.1.3 India
5.5.1.4 Australia
5.5.1.5 Others

5.6 Competitive Landscape

5.6.1 Mergers & Acquisitions
5.6.2 Joint Ventures
5.6.3 New Product Launches
5.6.4 Most active companies in the past five years
5.6.5 Market Share Analysis

5.7 Company Profiles

5.7.1 Redbull
5.7.2 Monster Beverage corporation
5.7.3 Rockstar Inc
5.7.4 Coca cola
5.7.5 Pepsico
5.7.6 Arizona Beverage Company
5.7.7 National Beverage Corp
5.7.8 Dr. Pepper Snapple Group
5.7.9 Living Essentials
5.7.10 Vital Beverages Pvt.Ltd.
5.7.11 Cloud 9
5.7.12 Extreme Drinks.Co
5.7.13 Mountain Fuel.co
5.7.14 Otsuka Holdings
5.7.15 TC Pharmaceutical industries

6. Appendix

6.1 Abbreviations
6.2 Sources
6.3 Bibliography
6.4 Disclaimer

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Asia — Pacific Energy Drink Market Forecasted for 2015-2020
Web Address: http://www.researchandmarkets.com/reports/3781748/
Office Code: SCPL5ETD

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single User:</td>
<td>USD 3500</td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td>USD 3750</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td>USD 7850</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: 
Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ______________________ Last Name: ______________________
Email Address: * ______________________
Job Title: ______________________
Organisation: ______________________
Address: ______________________
City: ______________________
Postal / Zip Code: ______________________
Country: ______________________
Phone Number: ______________________
Fax Number: ______________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp